

What is Claimed is:

1. An interactive television program guide system in which an interactive television program guide is implemented on user television equipment of a plurality of users, comprising:

local memory at the user television equipment of each user that is configured to store program guide data for use by the interactive television program guide; and

remote memory at a location remote from the user television equipment that is configured to store supplemental data for access by the interactive television program guide on-demand by the user, wherein when the user accesses the supplemental data in the remote memory at least some of the supplemental data remains stored in the remote memory and is not transferred to the local memory.

2. The interactive television program guide system defined in claim 1 further comprising a television distribution facility configured to distribute television programming to the user television equipment of the plurality of users, wherein the remote memory is located in the television distribution facility.

3. The interactive television program guide system defined in claim 1 further comprising:

a television distribution facility configured to distribute television programming to the user television equipment of the plurality of users,

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~~a main facility configured to provide the supplemental data to the remote memory and configured to provide the program guide data to the television distribution facility for redistribution to the local memory.~~

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5. The interactive television program guide system defined in claim 1 wherein the program guide data stored in the local memory can be accessed more rapidly with the interactive television program guide than the supplemental data stored in the remote memory.

6. The interactive television program guide system defined in claim 1 wherein the program guide data includes television program listings and wherein the supplemental data includes detailed program descriptions for at least some of the television program listings, the system further comprising a television distribution facility in which the remote memory is located, wherein the television program listings can be accessed more rapidly with the

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7. The interactive television program guide defined in claim 1 wherein:

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8. The interactive television program guide defined in claim 1 wherein:

the user takes actions with the

the system is configured to

9. The interactive television program guide defined in claim 1 wherein:

the user takes actions with the user

upcoming need for a given portion of the supplemental data; and

the system is configured to automatically supply the given portion of the supplemental data to the interactive television program guide in advance of the upcoming need based on the actions of the user.

10. The interactive television program guide system defined in claim 1 wherein:

the user takes actions with the user television equipment that are indicative of a potential upcoming need for a given portion of the supplemental data; and

the system is configured to automatically supply the given portion of the supplemental data to the interactive television program guide in advance of the upcoming need based on the actions of the user, wherein the actions of the user involve tuning to certain television programs.

11. The interactive television program guide system defined in claim 1 wherein the supplemental data includes an application or application extension.

12. The interactive television program guide system defined in claim 11 wherein the application or application extension is a user-selectable option.

13. The interactive television program guide system defined in claim 11 wherein the application or

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application extension is launched automatically by the program guide.

14. The interactive television program guide system defined in claim 1 wherein the supplemental data includes real-time information.

15. The interactive television program guide system defined in claim 14 wherein the real-time information is overlaid on the television program by the program guide on an on-going basis.

16. The interactive television program guide system defined in claim 1 wherein the supplemental data includes an Internet address *a*

17. The interactive television program guide system defined in claim 1 wherein the supplemental data includes an Internet address and wherein the interactive television program guide displays an information screen in which the Internet address is included as a link.

18. The interactive television program guide system defined in claim 1 wherein the supplemental data includes real-time data and wherein the interactive television program guide displays an information screen in which the real-time data is displayed.

19. The interactive television program guide system defined in claim 1 wherein the supplemental data

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accessing the program guide data stored in the local memory with the interactive television program guide; and

accessing the supplemental data stored in the remote memory with the interactive television program guide on-demand by the user, wherein when the supplemental data in the remote memory is accessed at least some of the supplemental data remains stored in the remote memory and is not transferred to the local memory.

27. The method defined in claim 26 wherein the interactive television program guide system comprises a television distribution facility, the method further comprising:

distributing television programming using the television distribution facility to the user television equipment of the plurality of users, wherein the remote memory is located in the television distribution facility.

28. The method defined in claim 26 further comprising:

distributing television programming
using the television distribution facility to the user
television equipment of the plurality of users, wherein

memory is located in a facility; and

providing, using the facility, the program data to the remote memory; and

transmitting the program data to the television distribution system; and

transmitting the program data to the local memory.

29. The method defined in claim 28, wherein the program data include program descriptions and wherein the supplied program data include program listings.

30. The method defined in claim 29, wherein the program data stored in the remote memory are accessed more rapidly with the supplied program data than the program data stored in the remote memory.

31. The method defined in claim 29, wherein the program data include program descriptions and wherein the supplied program data include program listings, the method further comprising:

accessing the program data stored in the remote memory more rapidly with the supplied program data than the detailed program data stored in the remote memory.

32. The method defined in claim 31, wherein the method further comprises:

making actions with the supplied program data that are indicated by the detailed program data.

providing, using a main facility, the data to the remote memory and the program to the television distribution facility for transmission to the local memory.

29. The method defined in claim 26 wherein
m guide data includes television program
and wherein the supplemental data includes
program descriptions for at least some of the
program listings.

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31. The method defined in claim 26 wherein
m guide data includes television program
and wherein the supplemental data includes
program descriptions for at least some of the
program listings, the method further
:

accessing the television program
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32. The method defined in claim 26 wherein
makes actions with the interactive television
side that are indicative of a potential

upcoming need for a given portion of the supplemental data, the method further comprising:

configuring the system to automatically supply the given portion of the supplemental data to the interactive television program guide in advance of the upcoming need based on the actions of the user.

33. The method defined in claim 26 wherein the user takes actions with the interactive television program guide that are indicative of a potential upcoming need for a given portion of the supplemental data, the method further comprising:

configuring the system to automatically supply the given portion of the supplemental data to the interactive television program guide in advance of the upcoming need based on the actions of the user, wherein the actions of the user involve viewing certain program listings.

34. The method defined in claim 26 wherein the user takes actions with the user television equipment that are indicative of a potential upcoming need for a given portion of the supplemental data, the method further comprising:

configuring the system to automatically supply the given portion of the supplemental data to the interactive television program guide in advance of the upcoming need based on the actions of the user.

35. The method defined in claim 26 wherein the user takes actions with the user television equipment that are indicative of a potential upcoming

need for a given portion of the supplemental data, the method further comprising:

configuring the system to automatically supply the given portion of the supplemental data to the interactive television program guide in advance of the upcoming need based on the actions of the user, wherein the actions of the user involve tuning to certain television programs.

36. The method defined in claim 26 wherein the supplemental data includes an application or application extension.

37. The method defined in claim 36 wherein the application or application extension is a user-selectable option.

38. The method defined in claim 36 wherein the application or application extension is launched automatically by the program guide.

39. The method defined in claim 26 wherein the supplemental data includes real-time information.

40. The method defined in claim 39 wherein the real-time information is overlaid on the television program by the program guide on an on-going basis.

41. The method defined in claim 26 wherein the supplemental data includes an Internet address.

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42. The method defined in claim 26 wherein the supplemental data includes an Internet address and wherein the interactive television program guide displays an information screen in which the Internet address is included as a link.

43. The method defined in claim 26 wherein the supplemental data includes real-time data and wherein the interactive television program guide displays an information screen in which the real-time data is displayed.

44. The method defined in claim 26 wherein the supplemental data is displayed automatically by the program guide as soon as it is available.

45. The method defined in claim 26 wherein the supplemental data includes biographies.

46. The method defined in claim 26 wherein the supplemental data includes video clips.

47. The method defined in claim 26 wherein the supplemental data includes audio clips.

48. The method defined in claim 26 wherein the supplemental data includes bitmap graphics.

49. The method defined in claim 26 wherein the supplemental data includes trivia information.

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50. The method defined in claim 26 wherein the supplemental data ^aincludes advertisements.

51. An interactive television program guide system in which an interactive television program guide is implemented on user television equipment of a plurality of users, comprising:

local memory at the user television equipment of each user that is configured to store program guide data for use by the interactive television program guide; and

remote memory at a location remote from the user television equipment that is configured to store supplemental data for access by the interactive television program guide, wherein the user takes actions with the user television equipment that are indicative of a potential upcoming need for a given portion of the supplemental data and the system automatically supplies the given portion of the supplemental data from the remote memory to the interactive television program guide in advance of the upcoming need based on the actions of the user.

52. The interactive television program guide system defined in claim 51 further comprising a television distribution facility configured to distribute television programming to the user television equipment of the plurality of users, wherein the remote memory is located in the television distribution facility.

53. The interactive television program guide system defined in claim 51 further comprising:

a television distribution facility configured to distribute television programming to the user television equipment of the plurality of users, wherein the remote memory is located at the television distribution facility; and

a main facility configured to provide the supplemental data to the remote memory and configured to provide the program guide data to the television distribution facility for redistribution to the local memory.

54. The interactive television program guide system defined in claim 51 wherein the program guide data includes television program listings and wherein the supplemental data includes detailed program descriptions for at least some of the television program listings, the system further comprising a television distribution facility in which the remote memory is located.

55. The interactive television program guide system defined in claim 51 wherein the program guide data stored in the local memory can be accessed more rapidly with the interactive television program guide than the supplemental data stored in the remote memory.

56. The interactive television program guide system defined in claim 51 wherein the program guide data includes television program listings and wherein the supplemental data includes detailed program

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descriptions for at least some of the television program listings, the system further comprising a television distribution facility in which the remote memory is located, wherein the television program listings can be accessed more rapidly with the interactive television program guide than the detailed program descriptions.

57. The interactive television program guide system defined in claim 51 wherein:

the user takes actions with the interactive television program guide that are indicative of a potential upcoming need for a given portion of the supplemental data; and

the system is configured to automatically supply the given portion of the supplemental data to the interactive television program guide in advance of the upcoming need based on the actions of the user with the interactive television program guide.

58. The interactive television program guide system defined in claim 51 wherein:

the user takes actions with the interactive television program guide that are indicative of a potential upcoming need for a given portion of the supplemental data; and

the system is configured to automatically supply the given portion of the supplemental data to the interactive television program guide in advance of the upcoming need based on the actions of the user with the interactive television

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program guide, wherein the actions of the user with the interactive television program guide involve viewing certain program listings.

59. The interactive television program guide system defined in claim 51 wherein the actions of the user involve tuning to certain television programs.

60. The interactive television program guide system defined in claim 51 wherein the supplemental data includes an application or application extension.

61. The interactive television program guide system defined in claim 60 wherein the application or application extension is a user-selectable option.

62. The interactive television program guide system defined in claim 60 wherein the application or application extension is launched automatically by the program guide.

63. The interactive television program guide system defined in claim 51 wherein the supplemental data includes real-time information.

64. The interactive television program guide system defined in claim 63 wherein the real-time information is overlaid on the television program by the program guide on an on-going basis.

65. The interactive television program guide system defined in claim 63 wherein the real-time information is overlaid on the television program by the program guide on an on-going basis.

65. The interactive television program guide system defined in claim 51 wherein the supplemental data includes an Internet address.

66. The interactive television program guide system defined in claim 51 wherein the supplemental data includes an Internet address and wherein the interactive television program guide displays an information screen in which the Internet address is included as a link.

67. The interactive television program guide system defined in claim 51 wherein the supplemental data includes real-time data and wherein the interactive television program guide displays an information screen in which the real-time data is displayed.

68. The interactive television program guide system defined in claim 51 wherein the supplemental data is requested with the interactive television program guide on-demand by user actions with the interactive television program guide.

69. The interactive television program guide system defined in claim 51 wherein the supplemental data is displayed automatically by the program guide as soon as it is available.

70. The interactive television program guide system defined in claim 51 wherein the supplemental data includes biographies.

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71. The interactive television program guide system defined in claim 51 wherein the supplemental data includes video clips.

72. The interactive television program guide system defined in claim 51 wherein the supplemental data includes audio clips.

73. The interactive television program guide system defined in claim 51 wherein the supplemental data includes bitmap graphics.

74. The interactive television program guide system defined in claim 51 wherein the supplemental data includes trivia information.

75. The interactive television program guide system defined in claim 51 wherein the supplemental data includes advertisements.

76. A method for using an interactive television program guide system in which an interactive television program guide is implemented on user television equipment of a plurality of users, the user television equipment containing local memory configured to store program guide data for use by the interactive television program guide and the system having remote memory at a location remote from the local memory, the remote memory being configured to store supplemental data for access by the interactive television program guide, comprising:

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accessing the program guide data stored in the local memory with the interactive television program guide; and

accessing the supplemental data stored in the remote memory with the interactive television program guide, wherein when the user takes actions with the user television equipment that are indicative of a potential upcoming need for a given portion of the supplemental data, the system automatically supplies the given portion of the supplemental data from the remote memory to the interactive television program guide in advance of the upcoming need based on the actions of the user.

77. The method defined in claim 76 wherein the interactive television program guide system comprises a television distribution facility, the method further comprising:

distributing television programming using the television distribution facility to the user television equipment of the plurality of users, wherein the remote memory is located in the television distribution facility.

78. The method defined in claim 76 further comprising:

distributing television programming using the television distribution facility to the user television equipment of the plurality of users, wherein the remote memory is located in the television distribution facility; and

providing, using a main facility, the supplemental data to the remote memory and the program guide data to the television distribution facility for redistribution to the local memory.

79. The method defined in claim 76 wherein the program guide data includes television program listings and wherein the supplemental data includes detailed program descriptions for at least some of the television program listings.

80. The method defined in claim 76 wherein the program guide data stored in the local memory can be accessed more rapidly with the interactive television program guide than the supplemental data stored in the remote memory.

81. The method defined in claim 76 wherein the program guide data includes television program listings and wherein the supplemental data includes detailed program descriptions for at least some of the television program listings, the method further comprising:

accessing the television program listings more rapidly with the interactive television program guide than the detailed program descriptions.

82. The method defined in claim 76 wherein the user takes actions with the interactive television program guide that are indicative of a potential upcoming need for a given portion of the supplemental data, the method further comprising:

configuring the system to automatically supply the given portion of the supplemental data to the interactive television program guide in advance of the upcoming need based on the actions of the user with the interactive television program guide.

83. The method defined in claim 76 wherein the user takes actions with the interactive television program guide that are indicative of a potential upcoming need for a given portion of the supplemental data, the method further comprising:

configuring the system to automatically supply the given portion of the supplemental data to the interactive television program guide in advance of the upcoming need based on the actions of the user with the interactive television program guide, wherein the actions of the user with the interactive television program guide involve viewing certain program listings.

84. The method defined in claim 76 wherein the actions of the user involve tuning to certain television programs.

85. The method defined in claim 76 wherein the supplemental data includes an application or application extension.

86. The method defined in claim 85 wherein the application or application extension is a user-selectable option.

87. The method defined in claim 85 wherein the application or application extension is launched automatically by the program guide.

88. The method defined in claim 76 wherein the supplemental data includes real-time information.

89. The method defined in claim 88 wherein the real-time information is overlaid on the television program by the program guide on an on-going basis.

90. The method defined in claim 76 wherein the supplemental data includes an Internet address.

91. The method defined in claim 76 wherein the supplemental data includes an Internet address and wherein the interactive television program guide displays an information screen in which the Internet address is included as a link.

92. The method defined in claim 76 wherein the supplemental data includes real-time data and wherein the interactive television program guide displays an information screen in which the real-time data is displayed.

93. The method defined in claim 76 wherein the supplemental data is requested with the interactive television program guide on-demand by user actions with the interactive television program guide.

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95. The method defined in claim 76 wherein the supplemental data includes biographies.

97. The method defined in claim 76 wherein the supplemental data includes audio clips.

99. The method defined in claim 76 wherein the supplemental data includes trivia information.

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